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ABSTRACT OF THE DISCLOSURE

A computer-implemented method, including receiving and storing a request by a content provider to be notified regarding an occurrence of an event, detecting the occurrence of the event with a processing device, generating a message containing information regarding the event with the processing device in response to the occurrence of the event, transmitting the message to a content provider computer or communication device, receiving a request for information regarding an offer by a merchant associated with the event to create or establish an affiliated marketing relationship, receiving and processing information indicating that the content provider has accepted the offer, storing information regarding the affiliated marketing relationship, generating a message containing information that the affiliated marketing relationship was created or established, and transmitting the message to a merchant communication device or computer.